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EXAMINER

KALINOWSKI, ALEXANDER G

ART UNIT

PAPER NUMBER

3626

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Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.  
09/672,523

Applicant(s)  
Joseph et al.

Examiner  
Alexander Kalinowski

Art Unit  
3626

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136 (a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on Feb 27, 2003
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 10, 11, 13-29, 31-39, 41-43, 45-59, 61-67, 246-253, and 260-26 is/are pending in the application.
- 4a) Of the above, claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 10, 11, 13-29, 31-39, 41-43, 45-59, 61-67, 246-253, and 260-263 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claims \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.  
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some\* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\*See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).  
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☒ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s). 17
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

## Recent Statutory Changes to 35 U.S.C. § 102(e)

On November 2, 2002, President Bush signed the 21st Century Department of Justice Appropriations Authorization Act (H.R. 2215) (Pub. L. 107-273, 116 Stat. 1758 (2002)), which further amended 35 U.S.C. § 102(e), as revised by the American Inventors Protection Act of 1999 (AIPA) (Pub. L. 106-113, 113 Stat. 1501 (1999)). The revised provisions in 35 U.S.C. § 102(e) are completely retroactive and effective immediately for all applications being examined or patents being reexamined. Until all of the Office's automated systems are updated to reflect the revised statute, citation to the revised statute in Office actions is provided by this attachment. This attachment also substitutes for any citation of the text of 35 U.S.C. § 102(e), if made, in the attached Office action.

The following is a quotation of the appropriate paragraph of 35 U.S.C. § 102 in view of the AIPA and H.R. 2215 that forms the basis for the rejections under this section made in the attached Office action:

**A person shall be entitled to a patent unless –**

**(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.**

35 U.S.C. § 102(e), as revised by the AIPA and H.R. 2215, applies to all qualifying references, except when the reference is a U.S. patent resulting directly or indirectly from an international application filed before November 29, 2000. For such patents, the prior art date is determined under 35 U.S.C. § 102(e) as it existed prior to the amendment by the AIPA (pre-AIPA 35 U.S.C. § 102(e)).

The following is a quotation of the appropriate paragraph of 35 U.S.C. § 102 prior to the amendment by the AIPA that forms the basis for the rejections under this section made in the attached Office action:

**A person shall be entitled to a patent unless –**

**(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.**

For more information on revised 35 U.S.C. § 102(e) visit the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Office of Patent Legal Administration at (703) 305-1622

Art Unit: 3626

### DETAILED ACTION

1. Claims 10, 11, 13-29, 31-39, 41-43, 45-59, 61-67, 246-253, and 260-263 are presented for examination. Applicant filed a request for continued examination on 3/19/2003 along with a preliminary amendment, canceling claims 12, 30, 40, 60, 278-281 amending claims 10, 11, 13, 14, 17, 25, 28, 29, 31-33, 37-39, 41-43, 45, 53-55, 58, 59.61, 62, 67, 246, 247, 252, 253, 260, and 263. In light of Applicant's amendments, new grounds of rejection of claims 10, 11, 13-29, 31-39, 41-43, 45-59, 61-67, 246-253, and 260-263 are established in the instant office action as set forth in detail below.

#### *Claim Rejections - 35 USC § 251*

Claims 10, 11, 13-29, 31-39, 41-43, 45-59, 61-67, 246-253, and 260-263 are rejected under 35 U.S.C. 251 as being an improper recapture of broadened claimed subject matter surrendered in the application for the patent upon which the present reissue is based. See *Hester Industries, Inc. v. Stein, Inc.*, 142 F.3d 1472, 46 USPQ2d 1641 (Fed. Cir. 1998); *In re Clement*, 131 F.3d 1464, 45 USPQ2d 1161 (Fed. Cir. 1997); *Ball Corp. v. United States*, 729 F.2d 1429, 1436, 221 USPQ 289, 295 (Fed. Cir. 1984). A broadening aspect is present in the reissue which was not present in the application for patent. The record of the application for the patent shows that the broadening aspect (in the reissue) relates to subject matter that applicant previously surrendered during the prosecution of the application. Accordingly, the narrow scope of the claims in the patent was not an error within the meaning of 35 U.S.C. 251, and the broader scope

Art Unit: 3626

surrendered in the application for the patent cannot be recaptured by the filing of the present reissue application.

At a minimum, the claims require at least one of the following limitations which were argued as the patentable feature for the issued independent claims 1, 6, 7, and 9 in the 08/233,908 application:

a source of a data stream providing a series of time division multiplexed packets, ones of which contain auxiliary data that represent a video program, and others of which represent a distributed computing application associated with said video program, and wherein said distributed computing application is repetitively transmitted independent of receiving client computer apparatus during times that said video program is transmitted

or

a client computer, which includes a packet selector connected to said source for selecting and directing packets containing said auxiliary data representing said video program to a video signal processor and selecting and directing packets containing said associated distributed computing application to a further processor

or

further processor including means to assemble said distributed computing application and execute said distributed computing application to form an interactive video program in which execution of said distributed computing application alters said video program

or

Art Unit: 3626

a source of a time division multiplexed packet signal including a plurality of distributed computing applications, each distributed computing application being repetitively transmitted independent of receiving client computer apparatus, and each of said distributed computing applications being in a form of a series of packets

or

a first one of packets of a respective series containing data representing an executable code module and including identification information indicating that the first one of packets of said series contains data representing said executable code module

or

the client computer extracts said directory module from the data stream and using data contained in the directory module extracts packets associated with said distributed computing application and builds said distributed computing application and executes said distributed computing application

or

read/write memory, coupled to the system bus;

a data stream input/output adapter, coupled between the data stream receiver and the system bus, for receiving the extracted distributed computing application representative data from the data stream receiver, and storing it in the read/write memory, and having a control output terminal coupled to the selection control input terminal of the data stream selector, for producing the selection control signal; and

a processor, coupled to the system bus, for controlling the data stream input/output device to generate a selection control signal selecting a specified one of the plurality of data streams, and for assembling and

Art Unit: 3626

executing the distributed computing application stored in the read/write memory

***Claim Rejections - 35 USC § 112***

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claim 17 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

The claim is dependent on claim 12 which was canceled by Applicant. For purposes of applying prior art, the examiner will assume that claim 17 is dependent upon claim 10.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Art Unit: 3626

5. Claims 10, 12, 15, 16, 21-26, 28, 33-36, 38, 40, 43, 51-54, 58, 60, 63-66, 260, 262, and 263 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pat. No. 5,621,456, Florin et al (hereinafter Florin) in view of Pat. No. 4,734,858, Schlafly.

As to claim 10, Florin discloses a method of facilitating ordering an item using a distributed computing system including at least one client and at least one server, the method comprising (i.e. home shopping interface)(see Fig. 1, and col. 23, line 59 - col. 24, line 7):

showing or describing an item to a user via the client (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7);

enabling the user to order the item by a single interaction with the client (see Fig. 45-50, order button 409); and

in response to the single interaction with the client, causing an order for the item to be placed (i.e. select button is depressed to order the product)(col. 24, lines 39-53).

Florin does not explicitly disclose

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed



Art Unit: 3626

and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further

Art Unit: 3626

order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col. 1, lines 36-41).

As to claim 12, Florin discloses the method of claim 10, wherein causing the order to be placed is achieved by using:

information related to the item (see Fig. 45-50, and col. 24, lines 33-53); and user related personal information (i.e. personal identification number)(col. 24, lines 33-53).

As to claim 15, Florin discloses the method of claim 10, wherein the distributed computing system is an interactive television system and wherein the showing or describing of the item is, at least in part, by television signal (i.e. TV Shop is presented as a television channel)(col. 23, lines 59-67).

As to claim 16, Florin discloses the method of claim 10, wherein the client includes an auxiliary data processor (unit 77) and a client computer (unit 62)(see Fig 2).

Art Unit: 3626

As to claim 21, Florin discloses the method of claim 10, wherein the system further includes a central processing facility in communication with the server and wherein the method comprises:

    sending information used in processing the order from the client to the central processing facility (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 22, Florin discloses the method of claim 10, further comprising: sending an order confirmation to the user to confirm the order (i.e. a confirmation of the order along with a delivery time is displayed to the user)(col. 24, lines 53-58).

As to claim 23, Florin discloses the method of claim 21, further comprising:  
communicating information between the client and the server via the central processing facility (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 24, Florin discloses the method of claim 23, wherein a telephone system acts as the central processing facility (i.e. cable or telephone service provider provides cable

Art Unit: 3626

television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 25, Florin discloses the method of claim 10 including receiving at the client data including;

(a) information to show or describe the item via the client (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 48 and col. 23, line 67 - col. 24, line 7).

Florin does not explicitly disclose

(b) information to enable the user to order the item by the single action with respect to the client.

However, Schlafly discloses information to enable the user to order the item by the single action with respect to the client (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include information to enable the user to order the item by the single action with respect to the client as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col. 1, lines 36-41).

Art Unit: 3626

As to claim 26, Florin discloses the method of claim 25 wherein the data further includes an item identifier to identify the item (i.e. espresso and cappuccino maker)(Fig. 48)col. 24, lines 1-33).

As to claim 28, Florin discloses a method of facilitating ordering an item (i.e. home shopping interface)(see Fig. 1, and col. 23, line 59 - col. 24, line 7), the method comprising:

providing a client with information to show and/or describe an item to a user (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7); and

enabling the user to order the item by a single interaction with a client (see Fig. 45-50, order button 409).

Florin does not explicitly disclose

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

Art Unit: 3626

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the

Art Unit: 3626

motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col. 1, lines 36-41).

As to claim 30, Florin discloses the method of claim 28, including receiving the order from the client, the order including:

information related to the item (see Fig. 45-50, and col. 24, lines 33-53); and user related personal information (i.e. personal identification number)(col. 24, lines 33-53).

As to claim 33, Florin discloses the method of claim 28, including providing the information in the form of a television signal (i.e. TV Shop is presented as a television channel)(col. 23, lines 59-67).

As to claim 34, Florin discloses the method of claim 28 including communicating with a central processing facility and wherein the client sends the order to the central processing facility for receipt via a transceiver (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1, transceiver 54 and col. 8, lines 19-31).

Art Unit: 3626

As to claim 35, Florin discloses the method of claim 34 wherein a telephone system acts as a central processing facility (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 36, Florin discloses the method of claim 28 including providing an order confirmation to the client to confirm the order (i.e. a confirmation of the order along with a delivery time is displayed to the user)(col. 24, lines 53-58).

As to claim 38, Florin discloses a computer system to order an item (i.e. audiovisual user interface for selecting and displaying cable television and other audio-visual programs as well as controlling various audiovisual devices and interactive services ... user's home to a central file server)(col. 2, lines 36-48, col. 7, lines 41-45, col. 11, lines 29-32 and col. 23, lines 63-66) the system comprising:

a data processing system to show or describe an item to a user (cable or telephone service provider transmits an interleaved data stream ... from a central file server on the digital channel to the transceiver ... selection of TV Shop service results in a continuous full motion video display of various paid for commercials or advertising programs)(col. 3, lines 2-8 and col. 23, line 67 - col. 24, line 2); and



Art Unit: 3626

a client to enable the user to order the item by a single interaction with the client (see Fig. 45-50, order button 409) and, in response to the single interaction, to cause an order for the item to be placed (i.e. select button is depressed to order the product)(col. 24, lines 39-53).

Florin does not explicitly disclose

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using

1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further

Art Unit: 3626

order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col. 1, lines 36-41).

As to claim 40, Florin discloses the system of claim 38, wherein the client is to place the order using:

information related to the item (see Fig. 45-50, and col. 24, lines 33-53); and  
user related personal information (i.e. personal identification number)(col. 24, lines 33-53).

Art Unit: 3626

As to claim 43, Florin discloses the system of claim 38, wherein the distributed computing system is an interactive television system and wherein the showing and/or describing of the item by the data processing system is, at least in part, performed utilizing a television signal (i.e. TV Shop is presented as a television channel)(col. 23, lines 59-67).

As to claim 49, Florin discloses the system of claim 38, including a central processing facility in communication with a server and wherein the client sends information used in processing to the central processing facility (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 51, Florin discloses the system of claim 49, wherein the central processing facility is to communicate information between the client and the server (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 52, Florin discloses the system of claim 51 wherein a telephone system acts as the central processing facility (i.e. cable or telephone service provider provides cable

Art Unit: 3626

television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1 and col. 8, lines 19-31).

As to claim 53, Florin discloses the system of claim 38 including a data receiver to receive data including:

information to show or describe the item via the client (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7); and

Florin does not explicitly disclose

information to enable the user to order the item by the single action with respect to the client.

However, Schlafly discloses information to enable the user to order the item by the single action with respect to the client (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include information to enable the user to order the item by the single action with respect to the client as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col. 1, lines 36-41).

Art Unit: 3626

As to claim 58, Florin discloses a computer system to facilitate ordering an item (i.e. audiovisual user interface for selecting and displaying cable television and other audiovisual programs as well as controlling various audiovisual devices and interactive services ... from the user's home to a central file server)(col. 2, lines 36-48, col. 7, lines 41-45, col. 11, lines 29-32 and col. 23, lines 63-66, the system comprising:

a data source to provide a client with information to show or describe an item to a user (i.e. home shopping services ... a channel identified as TV SHOP)(col. 10, lines 59-62, col. 12, lines 32-37 and col. 23, lines 59-66); and

an information source to provide a client with information to enable the user to order the item by a single interaction with a client (see Fig. 45-50, order button 409).

Florin does not explicitly disclose

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using

1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a

Art Unit: 3626

send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col.. 1, lines 36-41).

Art Unit: 3626

As to claim 60, Florin discloses the system of claim 58, including a data receiver to receive the order from the client, the order including:

information related to the item (see Fig. 45-50, and col. 24, lines 33-53); and user related personal information (i.e. personal identification number)(col. 24, lines 33-53).

As to claim 63, Florin discloses the system of claim 58, wherein the data source is to provide the information in the form of a television signal (i.e. TV Shop is presented as a television channel)(col. 23, lines 59-67).

As to claim 64, Florin discloses the system of claim 58 including a data transceiver to communicate with a central processing facility and wherein the client sends the order to the central processing facility for receipt via the data transceiver (i.e. cable or telephone service provider provides cable television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1, transceiver 54 and col. 8, lines 19-31).

As to claim 65, Florin discloses the system of claim 64 wherein a telephone system acts as the central processing facility (i.e. cable or telephone service provider provides cable

Art Unit: 3626

television or telephone services over a T/T cable to a plurality of users coupled to the cable or telephone system)(see Fig. 1, transceiver 54 and col. 8, lines 19-31).

As to claim 66, Florin discloses the system of claim 58 wherein the data source is to provide an order confirmation to the client to confirm the order (i.e. a confirmation of the order along with a delivery time is displayed to the user)(col. 24, lines 53-58).

As to claim 260, Florin discloses a machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitating ordering an item within a distributed computing system including at least one client and at least one server (i.e. home shopping interface)(see Fig. 1, col. 7, lines 41-45 and col. 23, line 59 - col. 24, line 7) by:

showing or describing an item to a user via the client (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7);

enabling the user to order the item by a single interaction with the client (see Fig. 45-50, order button 409); and

in response to the single interaction with the client, causing an order for the item to be placed (i.e. select button is depressed to order the product)(col. 24, lines 39-53).

Florin does not explicitly disclose



Art Unit: 3626

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using

1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the

Art Unit: 3626

enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col.. 1, lines 36-41).

As to claim 262, Florin discloses the machine-readable medium of claim 260, wherein the medium comprises a mass storage device(i.e. central file server)(Fig. 1 and col. 3, lines 2-8).

As to claim 263, Florin discloses a machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitating ordering an item (i.e. home shopping interface)(see Fig. 1, col. 7, lines 41-45 and col. 23, line 59 - col. 24, line 7) by:

providing a client with information to show and describe an item to a user; (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 1 and Fig. 44-50 and col. 23, line 67 - col. 24, line 7) and

Art Unit: 3626

enabling the user to order the item by a single interaction with a client (see Fig. 45-50, order button 409).

Florin does not explicitly disclose

order the item by a single action with the client; and

wherein the enabling of the user to order the item by a single action includes using

1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action.

However Schlafly discloses order the item by a single action with the client (i.e. once the item has been specified, it can be reviewed and modified or it can be stored in a send memory at 92 and later caused to be sent by automatic dialing of the local processing center ...)(col. 7, lines 35-46). In addition, Schlafly discloses wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed (i.e. user ID number is then stored in the send memory)(col. 9, lines 12-21) and 2) previously received information related to the item being offered for sale at the

Art Unit: 3626

time of the single action (i.e. order information)(col. 9, line 52 - col. 10, line 10). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include order the item by a single action with the client; and wherein the enabling of the user to order the item by a single action includes using 1) previously stored user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related personal information each time a further order is placed and 2) previously received information related to the item being offered for sale at the time of the single action as disclosed by Schlafly within Florin for the motivation of allowing consumers to order goods from a wide variety and broad range of suppliers (col.. 1, lines 36-41).

As to claim 278, Florin discloses a method of facilitating ordering using a distributed computing system including at least one client and at least one server (i.e. home shopping interface)(see Fig. 1, and col. 23, line 59 - col. 24, line 7), the method comprising; showing or describing an offering to a user via the client (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7; enabling the user to order the offering by a single interaction with the client (see Fig. 45-50, order button 409); and

Art Unit: 3626

in response to the single interaction with the client causing an order related to the offering to be placed (i.e. select button is depressed to order the product)(col. 24, lines 39-53).

As to claim 279, Florin discloses a method comprising;  
providing a client with information to show or describe an offering to a user (i.e. full motion video display of various paid for commercials or advertising messages)(see Fig. 44-50 and col. 23, line 67 - col. 24, line 7; and  
enabling the user to order the offering by a single interaction with a client (see Fig. 45-50, order button 409).

As to claim 280, Florin discloses a computer system comprising:  
a data processing system to show or describe an offering to a user (cable or telephone service provider transmits an interleaved data stream ... from a central file server on the digital channel to the transceiver ... selection of TV Shop service results in a continuous full motion video display of various paid for commercials or advertising programs)(col. 3, lines 2-8 and col. 23, line 67 - col. 24, line 2); and  
a client to enable the user to order the item by a single interaction with the client (see Fig. 45-50, order button 409) and, in response to the single interaction, to cause an order

Art Unit: 3626

for the offering to be placed (i.e. select button is depressed to order the product)(col. 24, lines 39-53).

As to claim 281, Florin discloses a computer system comprising:

a data source to provide a client with information to show and/or describe in offering to a user (i.e. home shopping services ... a channel identified as TV SHOP)(col. 10, lines 59-62, col. 12, lines 32-37 and col. 23, lines 59-66; and

an information source to provide a client with information to enable the user to order the offering by a single interaction with a client (see Fig. 45-50, order button 409).

6. Claims 11, 29, 39, and 59 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claims 10, 28, 38, and 58 above, and further in view of Zachary et al., "Technology: HP is building Gadget to Make TVs Interactive" (hereinafter Zachary).

As to claim 11, Florin and Schlafly do not explicitly disclose the method of claim 10, wherein the single action is one of the group including:

selecting of a single button; and

pressing of a single button on a TV remote control.

Art Unit: 3626

However, Zachary discloses an interactive TV system including a TV control box and a remote controller so that a home user can shop (see abstract and page 1). While shopping on the interactive TV system, a user can press the remote controller to place an order for a product (see abstract and page 2). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 10, wherein the single interaction is one of the group including selecting of a single button and pressing of a single button on a TV remote control as disclosed by Zachary within Florin and Schlafly in order to make it easier for customer to make a purchase after watching an ad (see page 2, paragraph 9).

As to claims 29, 39, and 59, the claims are similar in scope to claim 11 and are rejected for the same reasons.

7. Claims are 13, 14, 17, 31, 32, 41, 42, 45, 61, and 62 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claims 10, 28, 38, and 58 above, and further in view of Pires, Pat. No. 4,163,255.

As to claim 13, Florin does not explicitly disclose the method of claim 10, wherein the personal information includes at least one of the group including a user's name, address, method of payment and payment account number.

Art Unit: 3626

However, Pires discloses a billing method for a subscriber of a pay television system (see abstract). Pires further discloses storing a customer identifier in client memory (i.e. decoder) along with order information including a program identifier to identify the program being ordered (col. 3, lines 27-33 and col. 4, lines 5-18 and lines 46-52). The customer and program identifiers are then transmitted from the client (i.e. decoder) to the central computer (col. 4, lines 46-52). Although Pires does not disclose the personal information includes at least one of the group including user's name, address, method of payment and payment account number, Pires does transmit the customer identifier which identifies the customer ordering the item. Transmitting a customer identification number is equivalent to providing the user's name since both means identify the user submitting the order. It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 12, wherein the personal information includes at least one of the group including a user's name, address, method of payment and payment account number as disclosed by Pires within Florin and Schlafly in order to furnish a billing system which is reliable and operates with a minimum of user effort (col. 1, lines 32-36).

As to claim 14, Florin does not explicitly disclose the method of claim 10, wherein the personal information is stored in memory in the client.



Art Unit: 3626

However, Pires discloses a billing method for a subscriber of a pay television system (see abstract). Pires further discloses storing a customer identifier in client memory (i.e. decoder) along with order information including a program identifier to identify the program being ordered (col. 3, lines 27-33 and col. 4, lines 5-18 and lines 46-52). The customer and program identifiers are then transmitted from the client (i.e. decoder) to the central computer (col. 4, lines 46-52). Although Pires does not disclose the personal information includes at least one of the group including user's name, address, method of payment and payment account number, Pires does transmit the customer identifier which identifies the customer ordering the item. Transmitting a customer identification number is equivalent to providing the user's name since both means identify the user submitting the order. It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 12, wherein the personal information is stored in memory in the client as disclosed by Pires within Florin and Schlafly in order to furnish a billing system which is reliable and operates with a minimum of user effort (col. 1, lines 32-36).

As to claim 17, Florin does not explicitly disclose the method of claim 10, wherein the client is associated with at least a set top box, and wherein the personal information is stored at the set top box.

Art Unit: 3626

However, Pires discloses a billing method for a subscriber of a pay television system (see abstract). Pires further discloses storing a customer identifier in a set top box (i.e. decoder) along with order information including a program identifier to identify the program being ordered (col. 3, lines 27-33 and col. 4, lines 5-18 and lines 46-52). The customer and program identifiers are then transmitted from the set top box (i.e. decoder) to the central computer (col. 4, lines 46-52). Although Pires does not disclose the personal information includes at least one of the group including user's name, address, method of payment and payment account number, Pires does transmit the customer identifier which identifies the customer ordering the item. Transmitting a customer identification number is equivalent to providing the user's name since both means identify the user submitting the order. It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 12, wherein the client is associated with at least a set top box, and wherein the personal information is stored at the set top box as disclosed by Pires within Florin and Schlafly in order to furnish a billing system which is reliable and operates with a minimum of user effort (col. 1, lines 32-36).

As to claims 31, 32, 41, 42, 45, 61, and 62, the claims are similar in scope to claims 13, 14, and 17 and the claims are rejected for the same reasons.

Art Unit: 3626

8. Claims 37, 54, 55, 67 and 246-253 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claims 25, 28, 53, and 58 above, and further in view of Harvey et al., Pat. No. 4,965,825 (hereinafter Harvey).

As to claim 246, Florin does not explicitly disclose the method of claim 25 wherein the information to enable includes code executable by the client to enable the user to order the item by the single interaction with the client.

However, Harvey discloses an interactive television system where a central broadcast location includes signals carrying commands, executable code (i.e. control instructions) and data and transmits the signal for receipt by computer systems at viewer locations (col. 6, lines 43-62 and col. 13, line 54- col. 14, line 8). The transmitted signals contain control instructions that control the client computer (instructions are addressed to and control the microcomputer 205 of each subscriber station)(col. 12, lines 47-57). The user can then input information under control of signals embedded in the transmitted datastream (i.e. broadcast signal)(col. 13, lines 31-41). Furthermore, Harvey discloses an using the interactive television system to allow users to order items (i.e. Or if you enter on your Widget Signal Generator TV568\* and Local Input the information that you see here on your screen...the ingredients you need for your recipe will be delivered in time for dinner tomorrow.)(col. 280, line 58-vol. 281, line 5, line 61 -68). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include

Art Unit: 3626

the method of claim 25 wherein the information to enable includes code executable by the client to enable the user to order the item by the single interaction with the client as taught by Harvey within Florin and Schlafly in order to transmit data and control instructions in the same datastream (i.e. information stream) to many different clients (i.e. different apparatus at subscriber stations) and transmit standardized programming that is simple for users to play and understand (col. 6, lines 43-63).

As to claim 247, Florin does not explicitly disclose the method of claim 25 wherein the information to enable includes data to be processed by code executable by the client to enable the user to order the item by the single interaction with the client.

However, Harvey discloses an interactive television system where a central broadcast location includes signals carrying commands, executable code (i.e. control instructions) and data and transmits the signal for receipt by computer systems at viewer locations (col. 6, lines 43-62 and col. 13, line 54- col. 14, line 8). The transmitted signals contain control instructions that control the client computer (instructions are addressed to and control the microcomputer 205 of each subscriber station)(col. 12, lines 47-57). The user can then input information under control of signals embedded in the transmitted datastream (i.e. broadcast signal)(col. 13, lines 31-41). Furthermore, Harvey discloses an using the interactive television system to allow users to order items (i.e. Or if you enter on your Widget Signal Generator TV568\* and Local Input the information that you see

Art Unit: 3626

here on your screen...the ingredients you need for your recipe will be delivered in time for dinner tomorrow.)(col. 280, line 58-vol. 281, line 15 and line 61 -68). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 25 wherein the information to enable includes data to be processed by code executable by the client to enable the user to order the item by the single interaction with the client as taught by Harvey within Florin and Schlafly in order to transmit data and control instructions in the same datastream (i.e. information stream) to many different clients (i.e. different apparatus at subscriber stations) and transmit standardized programming that is simple for users to play and understand (col. 6, lines 43-63).

As to claims 248-253, the claims are similar in scope to claims 246 and 247 and are rejected for the same reasons.

As to claim 37, Florin does not explicitly disclose the method of claim 248 including multiplexing, the provision of the information and the code to the client to thereby generate data for transmission to the client.

However, Harvey discloses multiplexing, the provision of the information and the code to the client to thereby generate data for transmission to the client (i.e. the present invention has the capacity for transmitting data and control instructions in the same

Art Unit: 3626

information stream to many different apparatus at a given subscriber station)(col. 6, lines 49-63, col. 22, lines 62-65 and col. 23, lines 15-44). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 248 including multiplexing, the provision of the information and the code to the client to thereby generate data for transmission to the client as taught by Harvey within Florin and Schlafly in order to transmit data and control instructions in the same datastream (i.e. information stream) to many different clients (i.e. different apparatus at subscriber stations) and transmit standardized programming that is simple for users to play and understand (col. 6, lines 43-63).

As to claim 54, Florin does not explicitly disclose the system of claim 53 wherein the data receiver includes an auxiliary data extractor to extract the information to show and/or describe from the data and a packet data extractor to extract the information to enable from the data.

However, Harvey discloses multiplexing, the provision of the information and the code to the client to thereby generate data for transmission to the client (i.e. the present invention has the capacity for transmitting data and control instructions in the same information stream to many different apparatus at a given subscriber station)(col. 6, lines 49-63, col. 22, lines 62-65 and col. 23, lines 15-44). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the system of

Art Unit: 3626

claim 53 wherein the data receiver includes an auxiliary data extractor to extract the information to show and/or describe from the data and a packet data extractor to extract the information to enable from the data as taught by Harvey within Florin and Schlafly in order to transmit data and control instructions in the same datastream (i.e. information stream) to many different clients (i.e. different apparatus at subscriber stations) and transmit standardized programming that is simple for users to play and understand (col. 6, lines 43-63).

As to claim 55, the claim is similar in scope to claim 54 and is rejected for the same reasons.

As to claim 67, the claim is similar in scope to claim 37 and is rejected on the same basis.

9. Claim 27 is rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claim 26 above, and further in view of Harvey.

As to claim 27, Florin does not explicitly disclose the method of claim 26 wherein the item identifier includes any one of a group of identifiers including a code and a command.

Art Unit: 3626

However, Harvey discloses an interactive television system where a central broadcast location includes signals carrying commands, executable code (i.e. control instructions) and data and transmits the signal for receipt by computer systems at viewer locations (col. 6, lines 43-62 and col. 13, line 54- col. 14, line 8). The transmitted signals contain control instructions that control the client computer (instructions are addressed to and control the microcomputer 205 of each subscriber station)(col. 12, lines 47-57). The user can then input information under control of signals embedded in the transmitted datastream (i.e. broadcast signal)(col. 13, lines 31-41). Furthermore, Harvey discloses an using the interactive television system to allow users to order items (i.e. Or if you enter on your Widget Signal Generator TV568\* and Local Input the information that you see here on your screen...the ingredients you need for your recipe will be delivered in time for dinner tomorrow.)(col. 280, line 58-vol. 281, line 15 and line 61 -68). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 26 wherein the item identifier includes any one of a group of identifiers including a code and a command as taught by Harvey within Florin and Schlafly in order to transmit data and control instructions in the same datastream (i.e. information stream) to many different clients (i.e. different apparatus at subscriber stations) and transmit standardized programming that is simple for users to play and understand (col. 6, lines 43-63).



Art Unit: 3626

10. Claim 261 is rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claim 260 above, and further in view of Harvey.

As to claim 261, the claim is similar in scope to claim 37 and is rejected for the same reasons.

11. Claims 18-20 and 46-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin and Schlafly as applied to claims 10 and 38 above, and further in view of Mustafa et al., Pat. No. 4,789,895 (hereinafter Mustafa).

As to claim 18, Florin does not explicitly disclose the method of claim 17, wherein the set top box is in communication with a local computer and associated storage and wherein the method further comprises:

the client retrieving information from one or more of the local computer and the associated storage.

However, Mustafa discloses the set top box (unit 33) is in communication with a local computer and associated storage and wherein the method further comprises the client retrieving information from one or more of the local computer and the associated storage (see Fig. 1, col. 3, lines 12-20, col. 4, lines 3-20, and col. 6, lines 20-25). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the set top box is in communication with a local computer and associated storage and wherein the method further comprises the client retrieving

Art Unit: 3626

information from one or more of the local computer and the associated storage as taught by Mustafa within Florin and Schlafly in order to synchronize a datastream sent from a central facility to a terminal in an interactive television system so that many users can initiate and interact with programs and services at different times (col. 2, lines 21-32).

As to claim 19, the method of claim 18, wherein the method further comprises:  
controlling the client by means of the local computer.

However, Mustafa discloses the set top box (unit 33) is in communication with a local computer and associated storage and the client retrieves information from one or more of the local computer (see Fig. 1, col. 3, lines 12-20, col. 4, lines 3-20, and col. 6, lines 20-25). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 18, wherein the method further comprises controlling the client by means of the local computer as taught by Mustafa within Florin and Schlafly in order to synchronize a datastream sent from a central facility to a terminal in an interactive television system so that many users can initiate and interact with programs and services at different times (col. 2, lines 21-32).

As to claim 20, Florin does not explicitly disclose the method of claim 18, wherein the local computer is part of a local area network.

Art Unit: 3626

However, Mustafa discloses the method of claim 18, wherein the local computer is part of a local area network (see Fig. 1, col. 3, lines 12-20, col. 4, lines 3-20, and col. 6, lines 20-25). It would have been obvious to one of ordinary skill in the art at the time of Applicant's invention to include the method of claim 18, wherein the local computer is part of a local area network as taught by Mustafa within Florin and Schlafly in order to synchronize a datastream sent from a central facility to a terminal in an interactive television system so that many users can initiate and interact with programs and services at different times (col. 2, lines 21-32).

As to claims 46-48, the claims are similar in scope to claims 18-20 and are rejected on the same basis.

### *Conclusion*

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alexander Kalinowski, whose telephone number is (703) 305-2398. The examiner can normally be reached on Monday to Thursday from 9:00 AM to 6:30 PM. In addition, the examiner can be reached on alternate Fridays.

If any attempt to reach the examiner by telephone is unsuccessful, the examiner's supervisor, Joseph Thomas, can be reached on (703) 305-9588. The fax telephone

Art Unit: 3626

number for this group is (703) 305-7687 (for official communications including After Final communications labeled "Box AF").

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th Floor, receptionist.



Alex Kalinowski

Patent Examiner

Art Unit 3626

June 29, 2003